Marketing

8 people and their strategies



Heart Center



Head Center



Body Center

People in the team

8

Strategies in the team

5 of 9

Strongest center

Head Center

OVERVIEW

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01

Strategies in the team

Heart Center		3 of 8
 2 · Altruist	Luke, Olivia	2
 3 · Strategist	Lucy	1
 4 · Individualist	nobody	

Head Center		4 of 8
 5 · Expert	nobody	
 6 · Traditionalist	Sophie, Amelia, Megan	3
 7 · Optimist	Chloe	1

Body Center		1 of 8
 8 · Leader	nobody	
 9 · Mediator	Ryan	1
 1 · Perfectionist	nobody	

Centers

Heart Center

Feels · relationships and recognition



3

Heart Center (2, 3, 4): relationships, image, how we come across to others.

Head Center

Thinks · security and a plan



4

Head Center (5, 6, 7): analysis, planning, risks and possibilities.

Body Center

Acts · control and boundaries



1

Body Center (8, 9, 1): action, boundaries, rules and fairness.

Instincts

Self-preservation

Safety, resources, and comfort



4

Self-preservation instinct: resources, stability, efficiency, and taking care of practical things.

Social

Group, role, and contribution



2

Social instinct: roles in the group, rules, external relationships, and a shared goal.

One-to-one

Closeness, intensity, and passion



2

One-to-one instinct: intensity, passion, and strong bonds between individuals.

02

What each person brings to the team

Relationships and support

Luke, Olivia · 2

Notices how people are doing, helps out, and holds the team together.

Performance and goals

Lucy · 3

Drives toward results, gets things finished, and shows them to the outside world.

Risks and reliability

Sophie, Amelia, Megan · 6

Anticipates what could go wrong and is a loyal pillar for the team.

Ideas and energy

Chloe · 7

Comes up with options, gets others excited, and finds a way forward when something gets stuck.

Peacemaking and calm

Ryan · 9

Connects people, calms tension, and looks for solutions that work for everyone.

No one on the team currently brings: originality and meaning, analysis and expertise, decisiveness and protection, quality and order. Keep that in mind when dividing up tasks or hiring.

How to lead this team

Your team thinks first and acts second. People need information, time to think, and a clear plan. Send materials in advance and ask about risks. Make sure decisions don't get postponed indefinitely, and that you also talk about how people are doing.

03

People in the team



Sophie

Self-preservation Six · 6 Security-Minded Traditionalist

At work, they are reliable, team-oriented, and careful.

Suited to: planning and monitoring risks, checking assumptions, reliable operations, and safety

As leaders: Sixes plan, watch for risks, and stand by their people. Under pressure they can be distrustful and slow to decide.

As team members: Sixes are loyal and responsible and flag risks early. They need trust, predictability, and clarity about who is responsible for what.

What motivates them: Security, support, and safety.

In conflict:

- **Hesitation** – They dither for a long time between fight and flight.
- **Suspicion** – In conflict they readily look for hidden motives.
- **Defending the group** – They fight for those they belong to.

Communication: Sixes ask questions, verify, and want clear information. They appreciate honesty and a kept word. They often talk about what could go wrong.

Under pressure: Under pressure, Sixes' worries and doubts spiral. When stress goes on, they shift toward Three: they throw themselves into work, want to look effective, and hide their insecurity behind activity and image.



Luke

Self-preservation Two · 2 Caring Altruist

At work, they're well liked.

Suited to: caring for customers and colleagues, onboarding newcomers, partner relationships, and supporting the team

As leaders: Twos look after people, know their needs, and create a warm atmosphere. They find it harder to say unpleasant things and may have favorites.

As team members: Twos are willing and like helping others. They need personal appreciation, and they risk taking on more than they can handle.

What motivates them: Love and close relationships.

In conflict:

• **Avoiding the dispute** – At first they back down so as not to harm the relationship.

• **Built-up resentment** – When they don't feel appreciated, there's an outburst or reproaches.

• **Fighting for the relationship** – They take conflict personally, as a threat to closeness.

Communication: Twos speak warmly and personally, with genuine interest in the other person. They know how to encourage and make you feel that you matter. They often ask about others more than they talk about themselves.

Under pressure: Under pressure, Twos try even harder to help and be needed. When the stress lasts, they move toward Eight: they become blunt and domineering and may point out everything they've done for others. Disappointment turns into anger.

The sample ends here. You'll see the rest (6) in your team's full map. Get an offer

04

How to talk to each person

A short guide to each person: how to tell them something isn't working, what to praise them for, and what reliably kills their motivation.

Sophie 6 · Security-Minded Traditionalist

Feedback
Clearly and with an explanation of why. Make it clear that your trust still stands.

Praise
For their reliability and for flagging a risk in time.

What demotivates
Changes to the rules without explanation and uncertainty about where they stand.

Luke 2 · Caring Altruist

Feedback
First acknowledge the effort and the relationship, then calmly and in private say what needs to change.

Praise
For how they help others, personally and from the heart.

What demotivates
When no one notices their help.

The sample ends here. You'll see the rest (6) in your team's full map. Get an offer

05

Where friction could arise

Three pairs where friction can be expected. It doesn't have to happen, but it's worth keeping in mind before it does.

Lucy and Sophie 3 and 6

Why The Six questions image and success, the very things the Three builds on.

What helps Lucy: be sincere. The Six can see through a facade.

The sample ends here. You'll see the rest (2) in your team's full map. Get an offer

06

How pairs work together

2 and 2 Luke, Olivia

Two Twos are rare as partners, but at work they function very well. A task can serve as a third person for them: it has needs, it gives identity and energy. They may compete over who is more indispensable. It works when each has an equally important role.

Twos are sensitive to criticism. When their pride is hurt, they get defensive: "That wasn't my fault." It helps to reassure them that the relationship isn't at risk, and to separate a person's worth from the evaluation of their work. It's good to clearly describe roles and procedures. Then a Two doesn't have to work around anything indirectly and doesn't feel left out.

The sample ends here. You'll see the rest (11) in your team's full map. Get an offer

07

What to watch out for

No center is missing and no instinct clearly dominates. Still, it's worth going through the roles the team is missing above and how the pairs work together.

Who to bring into the team



8 · Powerful Leader

Decisiveness and protection

Makes the call, takes responsibility, and stands up for the team.



4 · Unique Individualist

Originality and meaning

Brings an unexpected perspective and a feel for quality, and asks why we're doing this.

When hiring, it's worth looking for Eight or Four – someone who brings the team what it's currently missing. Treat this as one perspective; experience and skills also decide who gets hired.

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The map shows strategies, not abilities. Treat it as the start of a conversation in the team, not as boxes to put people in.

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The guide is intended for self-discovery. It is not a psychological assessment or a diagnosis. It is for the buyer's personal use only.